

MITCH ZYTNOWSKI

2810 Broadlawn Avenue,
Muscatine, IA 52761

Phone: 319-371-7771

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Marketing Leader

Advertising/Public Relations/Sales

SUMMARY

Experienced professional with expertise in media, marketing, sales, communication, customer service, and public relations. Strengths include grasping and communicating new concepts, team leadership, and technical proficiency.

CORE COMPETENCIES:

Creativity: Ideas that engage and sell.

Advertising/Marketing: Exceptional Creative Direction, Art Direction, Brand Management, Account Management, Media Research and buying.

Sales: I understand customer needs and provide solutions. Tenacious prospector, effective communicator, and confident closer.

Leadership: Apply best practices to maximize team impact; facilitate strategic planning for greatest results.

Public Speaking: Dynamic presenter; simplifies complex ideas; adept at PowerPoint and media presentation.

Writing/Multimedia: Persuasive ad copy, news content, speeches, and multimedia (video, audio, internet).

Graphic Design/Pre-Press: Creator of attractive, impactful publications; knowledgeable in printing processes and design software (e.g. Adobe suite).

Technology: Proficient in CRM tools, networking, and internet/social media for business. Windows, Mac, Office suite.

WORK EXPERIENCE

Manager, Marketing and Sales (retired)

Muscatine Power and Water, Muscatine, IA - Mar 2021 – Apr 2025

- Oversee marketing and sales for a public utility providing electric, water, and telecommunications services.
- Responsible for brand management and all internal and external creative projects across print, audio, video, and web; brought most high-cost production in-house, saving significantly while enhancing quality and control.
- Develop and refine organizational publications, media advertising, and community-facing content, simplifying complex concepts for the public and strengthening the utility's reputation among customers and civic leaders.
- Introduce innovative ideas integrated into daily workflows and organizational culture; write presentations, news, quotes, and briefings for senior leadership in their voice.

Acting Manager, Marketing and Sales

Muscatine Power and Water, Muscatine, IA - Dec 2020 – Mar 2021

- Temporarily led marketing and sales efforts, ensuring continuity and strategic alignment during transition period.
- Managed creative output and media initiatives, maintaining high standards and cost efficiency.

Marketing Communications Specialist

Muscatine Power and Water, Muscatine, IA - Apr 2012 – Dec 2020

- Handled all creative aspects of internal and external communications, utilizing expertise in print, audio, video, and web to elevate quality and reduce reliance on external vendors.
- Saved significant costs by internalizing major marketing projects while improving public perception through clear, engaging messaging.
- Revamped publications, managed media advertising, and contributed ideas that became embedded in organizational practices.
- Authored leadership presentations and community briefings, earning trust for representing the utility effectively.

Marketing Manager

Shottenkirk Automotive Group, West Burlington, Nov 1995 – Apr 2012

- Founded and led an in-house advertising/marketing agency after persuading ownership to centralize marketing functions, freeing top managers to focus on sales and profit growth.
- Grew to a 3-person team, collaborating with general managers across 9 dealerships to develop and execute cost-effective marketing strategies achieving short- and long-term goals.
- Oversee weekly production of all advertising (print, radio, TV, direct mail), media buying, PR, and multi-location budget management.
- Leverage extensive skills to lead strategic planning, sales training, quality initiatives, and special projects beyond marketing, enhancing organizational communication and objectives.

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KNOWLEDGE

Lifelong Learner

- As a mature and experienced worker, a significant portion of my business education has been formal and informal with hands-on learning in real world situations.

Omega School

of Communications, Chicago, IL

- Associates Degree 1978
- Completed Broadcasting, Communications, and Advertising Program.

Downers Grove Community

High School, Downers Grove, IL

- Graduate 1976
- Served as Program Director of campus radio station in senior year.

"When it needs to be conceived, created, planned, presented or executed, give it to Mitch. He knows things and always delivers results." — D. Miller

REFERENCES

David A. Miller

President, Miller Beauty Supply
Burlington, IA
319-759-0880

Greg Shottenkirk

President, Shottenkirk Automotive Group
West Burlington, IA
319-758-5900

Director of Marketing

Miller Beauty Supply Inc., Burlington, IA Jun 1993 – Nov 1995

- Led image development, market research, marketing plans, budgets, and creative staff; organized two annual trade show/educational events blending client education with sales opportunities.
- Collaborated with purchasing to ensure product availability for strong promotions; managed graphics department producing all promotional materials.
- Drove customer-focused relational marketing efforts to boost client profitability through consulting with them on local advertising, promotions, and management practices.

Manager of Sales & Marketing

Crystal Ice Company, West Point, IA Dec 1991 – Jun 1993

- Secured a \$1M, 5-year contract with a major grocery chain, expanding beyond small-scale clients to dominate a 3-state market with superior production and delivery systems.
- Drove sales growth by penetrating new markets, acquiring competitors, developing distributors, and innovating merchandising, packaging, and advertising methods.
- Delivered a national convention presentation on packaging/delivery innovations (1992) and wrote the keynote for the national Packaged Ice Association President.

Executive Director

Ft. Madison Chamber of Commerce

& Economic Development Corp, Ft. Madison, IA Dec 1987 – Dec 1991

- Won dual leadership roles with no prior experience, revitalizing a debt-ridden Chamber by improving public image, growing membership, and eliminating debt within one year.
- Spearheaded economic development, generating 1,000+ jobs and \$30M in private investment through business recruitment, expansions, and startups.
- Managed operations, staff, volunteers, budgets, grant writing, lobbying, strategic planning, and negotiations.

Radio Personality

Bick/Pritchard Broadcasting, Burlington, IA Jan 1999 – Feb 2012

- After several years off-air, I hosted daily radio shows on WINK-FM and KQ92, in addition to concurrent full-time career. Technology made it possible with just a 30 minute daily commitment and it was an excellent way to maintain sharp speaking skills.

Operations Manager

Talley Broadcasting Inc., Fort Madison, IA Oct 1979 – Dec 1987

- Supervised programming, production, and technical staff at KBKB AM & FM while contributing to sales, purchasing, and promotions. Previously Program Director, Music Director and Production Director.
- Recognized in the market as the top morning radio personality, leading advertising copywriter, and creative audio producer.

